



Ex Parte VIA ECFS

1 May 2013

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W.  
Washington, DC 20554

*Re: Notice of Ex Parte Presentation - Facilitating the Deployment of Text-to-911 and Other Next Generation 911 Applications, PS Docket No. 11-153; Framework for Next Generation Deployment, PS Docket No. 10-255*

Dear Ms. Dortch:

In response to additional questions from FCC staff members to our filing of 22 April 2013, concerning our implementation of SMS(Short Message Service) 911 bounce back message response functionality for MediaFriends' OTT(Over The Top) HeyWire service that was activated Autumn 2012, MediaFriends is pleased to address the questions.

MediaFriends' HeyWire service was architected and designed from its concept five(5) years ago as a 'Cloud' based platform whereby the majority of the intelligence is located in the network and servers. As part of its Cloud based architecture, the HeyWire platform leverages complex but very skillful techniques to achieve enormous flexibility to accommodate the rapidly changing and evolving desires and requirements to meet market needs.

As a Cloud based architecture with flexibility of complex systems inherent, the addition of a bounce back message for SMS 911 purposes was conceptualized, architected, designed and implemented with great speed (1 day) and affected 100% coverage of every HeyWire subscriber immediately upon activation of the feature. No changes to the client software were required.

The architecture employed by HeyWire minimized or eliminated the dependency on 3<sup>rd</sup> parties for development, implementation and approval processes for SMS911 bounce back message functionality. The approval processes for mobile app clients is a variable that can be measured anywhere from a week to exceeding a month or greater, depending on many factors.

MediaFriends' HeyWire platform is also capable of helping to enable SMS911 bounce back messaging functionality to other industry services if desired. It serves the public interest that all messaging services are enabled with such SMS911 bounce back messaging.

In the interests and anticipation of the industry's directions with regard to SMS911, MediaFriends has already implemented certain functional architectural capabilities for SMS911 services. We have been participating with industry entities of the ecosystem with regard to



routing of SMS911 messages, security, authentication, PSAP interfaces and potential remuneration models for associated costs.

MediaFriends Inc. has devoted enormous intellectual capital, financial resources and industry education into development of its technology and resultant products. It has expressed its willingness to provide additional information that would assist the FCC in this regard.

Pursuant to the Commission's rules, this notice is being filed for inclusion in the public record. Please contact me should you have any questions.

Regards,

Gene Lew  
Chief Technology Officer for MediaFriends Inc.